

# MEMORANDUM

Office of the City Clerk



To: Mayor & Council  
From: Gail Blalock, City Clerk *G Blalock*  
Subject: Outreach Ideas to Promote Community Service Applications  
Date: February 22, 2005

## What Milpitas Currently Does

Posts Notices at City Hall and at the Library  
Posts Vacancies on the City's Web Site & Channel 15  
City Calendar mailed to every residence includes a Community Service Application  
List of Terms expiring in the coming year is published & posted each December  
Staff Liaisons are encouraged to make Announcements at Commission Meetings  
Occasional Display Ads placed in the Milpitas Post  
Articles included in the Milpitas Connection  
Articles included in the City Newsletter  
Individual Commissions have promoted their Commissions at Community Events  
Applications Available at all Public Counters & Outside the Council Chambers

## What Other Cities Do

(Listed Below are Suggestions Received from Other Cities)

Paid Display Ads in Local Newspapers  
Articles in City Newsletter/Publications  
Announcements on Cable TV & City's Web Site  
Special Ads in Neighborhood Association Newsletters  
Ads/Notices in Chamber of Commerce Newsletter  
Councilmembers & Commission Members Solicit Applicants  
Posting Notices on City Hall & Library Bulletin Boards  
Announce Openings at Council Meetings  
Mail out flyers to Community Groups  
Invite local newspapers to publicize vacancies  
Have Recruitment Booths at City Events  
Include Message on Water Bills  
Send Notices to Neighborhood Block Leaders & Leadership Graduates  
Use sign-up sheets circulated at town hall meetings and emergency response training classes as a mailing list to send flyers and applications  
Share Information with Local Service Clubs (Rotary/Kiwanis/Lions, etc.)  
Send Announcements to Homeowners Associations

## Suggestions for an Outreach Program

*The following list contains ideas that could be done at minimal cost.*

- Expand Coverage in City Newsletter;  
The next newsletter will include interviews with some current Commissioners; future issues could include expanded coverage or a regular *Commissioners' Corner* Article to promote participation;
- List Current Openings on each City Council Agenda;

- Publicly Announce Openings at City Council Meetings (during *Announcements*);
- Periodically Send out Public Service Announcements/Press Releases to all local Media, including minority publications;
- Create an eye-catching (less formal/less bureaucratic looking) Flyer to go with the Community Service Application to promote Commission membership -- as a challenge or an opportunity;
- Send Announcements/Applications to Recreation Registration Mailing List (both mail [5,700] and email);
- Include Flyer/Announcement/Info with Recreation Registration Receipts;
- Send Flyers/Announcements to High School (have Volunteer Coordinator contact Government Classes);
- Include a message on Utility Bills (limited to 90 characters/2 mos. to reach all residents);
- Send Announcements to all local (non-city) Community Centers & Service Clubs;
- Send Announcements to homeowners associations, PACES graduates, Chamber Newsletter;
- Have Information & Applications available at all City functions/events (Recreation events; Tree Lighting; Town Hall Meetings; etc.);
- Hold an Annual Open House/Information Seminar at City Hall or the Community Center.

*The following suggestions would require budgetary consideration.*

- Create a Video to be shown on Channel 15, at Service Club meetings, etc.
- Include an Insert in Utility Bills (size limitation)
- Direct mail to all residents
- Place Paid Ads in San Jose Mercury
- Place Paid Ads in Minority Newspapers

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cc: City Manager  
City Attorney